



NHTSA Northwest Region

Click It or Ticket Highway Signs Program

► AT-A-GLANCE

► **Project Characteristics**
Innovative
Collaborative
High Impact Delivery of
Click It or Ticket Message

► **Program Areas**
Occupant Protection
Public Information and
Education
One DOT

► **Targeted Populations**
Motorists

► **Type of Jurisdiction**
State Governments (may be
used at City or County level)

► **Jurisdiction Size**
States, Counties, Boroughs,
Cities, Municipalities

► **Funding**
157 Innovative, 157, 163
\$2,000 and up.

► **Contact**
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Problem Identification

Driver non-compliance with safety belt laws continues to frustrate attempts to improve traffic safety, resulting in many unnecessary deaths and injuries. Reaching non-compliant motorists is difficult and expensive. Safety message timing is important. A warning given when the driver is not in the car may be forgotten before the next trip.

Goals and Objectives

The goals of the *Click It or Ticket (CIOT) Highway Signs* program are to increase and sustain safety belt use across the Northwest region through using a powerful enforcement message and the *Click It or Ticket* slogan.

The program's objectives include:

- Eliminating police effort in issuing warnings;
- Reaching motorists with an enforcement message while they are in their cars; and
- Increasing cooperation between state highway safety offices and state transportation departments.

Strategies

The *Click It or Ticket Highway Signs* program began in Washington State in 2002. The program implemented the following strategies to achieve its objectives:

- Use signs as an effective supplement to both earned (free) and paid media efforts.
- Command attention, respect, and obedience through using a "regulatory sign" format.
- Grab attention by using brilliant, fluorescent yellow on the signs.
- Place Click It or Ticket signs at strategic locations along the most heavily traveled roads in the region so that fewer signs can reach the maximum number of people.
- Gain state and local police support to increase enforcement.
- Target and affect people while they are in their cars. If they are not buckled, they get an immediate enforcement warning.
- Eliminate the need for police to give warnings to those who claim ignorance of the law. The sign's message provides the warning.
- Arrange streamlined approval of the signs that were adopted by the Federal Highway Administration (FHWA), which is a requirement if federal funds are used to purchase the signs. (See FHWA memorandum on these signs at mutcd.fhwa.dot.gov/res-memorandum_clickit.htm).

"We feel that the presence of a couple hundred CIOT road side signs probably had the most influence of any single activity in raising our use rate last year."

--Carla Levinski,
Occupant Protection
Program Manager,
Oregon Transportation
Safety Division, ODOT



For a technical
specification drawing of
these signs, contact:
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- Enlist the help of Washington State Department of Transportation (WSDOT) Engineer and Washington Traffic Safety Commission staff who designed and erected the signs.
- Spent \$2,000 each on the large freeway signs and gave smaller signs for local use to cities and towns. Jurisdictions installed the signs at appropriate locations.

Results

The sign program has been a terrific asset in increasing safety belt usage in the region. The *Click It or Ticket Highway Signs Program* achieved the following results:

- Increased safety belt use in Washington State after erecting signs during summer 2002. Increased use reached nearly 95 percent and eliminated the need for warnings.
- Increased safety belt use in Oregon after erecting signs during 2003. An increase in the compliance rate to nearly 93 percent was reported.
- Strong state and local police safety belt law enforcement
- Increased cooperation between the state highway safety offices and the state transportation departments.
- Realized the benefit of not posting fine amounts on signs and substituting "Fine-Points" language to eliminate the need and costs associated with updating signs when fine amounts increase.

